

# Islamic Relief Australia

## Job Description

|                           |                                                        |
|---------------------------|--------------------------------------------------------|
| <b>POSITION:</b>          | <b>Marketing Lead</b>                                  |
| <b>LOCATION:</b>          | <b>Sydney</b>                                          |
| <b>REPORTING TO:</b>      | <b>Director of Fundraising and Community Relations</b> |
| <b>EMPLOYMENT STATUS:</b> | <b>Full-Time</b>                                       |
| <b>DIRECT REPORTS:</b>    | <b>Marketing Interns and Volunteers</b>                |

### **ABOUT ISLAMIC RELIEF:**

Islamic Relief Australia works to deliver high-quality aid and development projects in line with our aims of alleviating suffering, ending poverty and addressing inequality for vulnerable people. We are a non-proselytising, faith-based NGO that provides support to those less fortunate – regardless of race, political affiliation, gender or belief. Our Islamic values of compassion, excellence, social justice, custodianship and sincerity inspires the work we do and informs our organisational culture.

We are a small, dynamic team based in Auburn, Western Sydney. We are proud to be an Australian NGO, and work in accordance with the ACFID Code of Conduct. We are a child-safe organisation, and require all staff to oblige by our Child Protection Code of Conduct.

### **PURPOSE OF POSITION:**

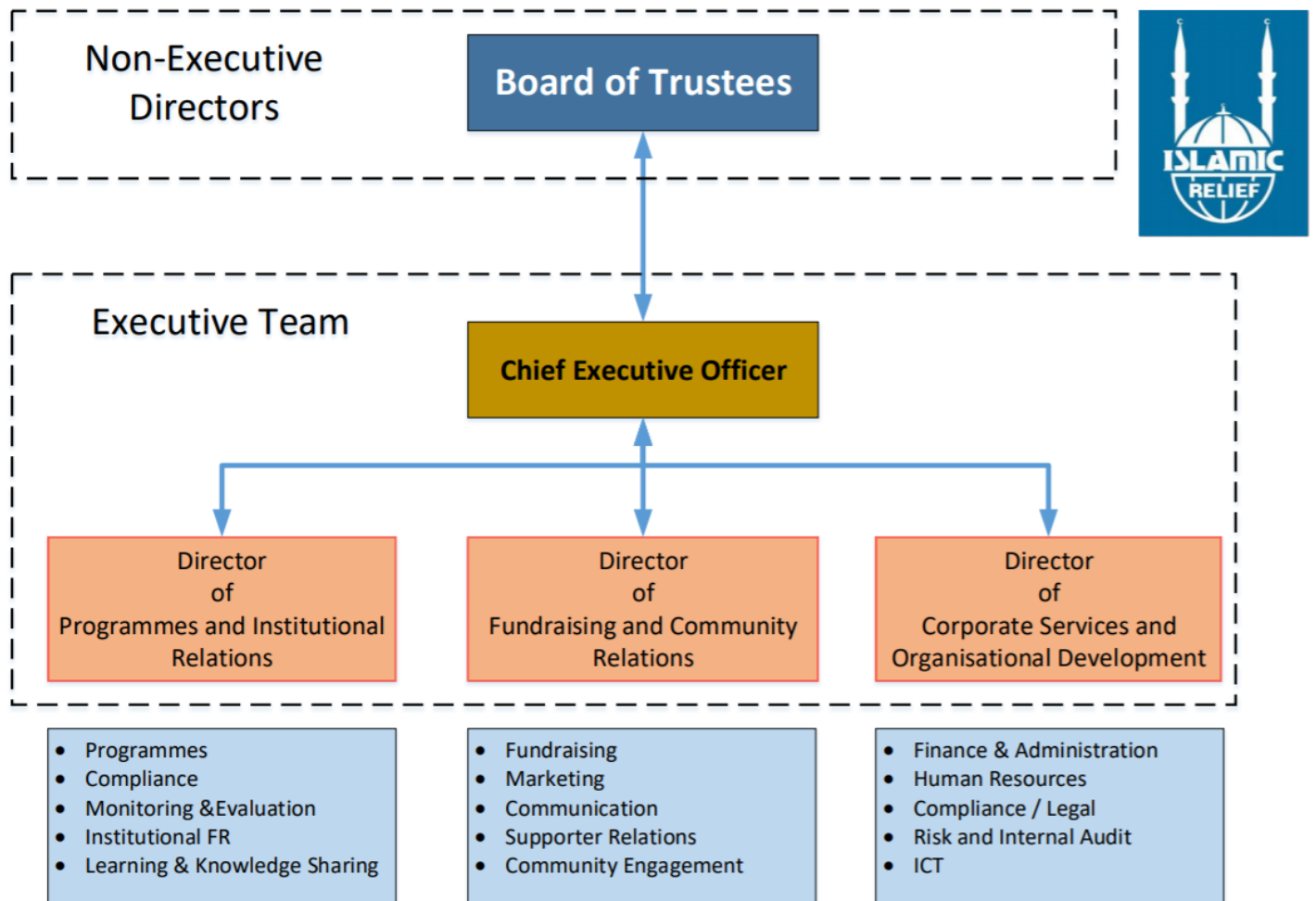
The Marketing Lead sits within the Fundraising and Community Relations department. The role will assist in designing and implementing marketing strategies across all channels to drive donor engagement and acquisition in order to achieve our fundraising targets.

Reporting to the Fundraising and Community Relations Director and working closely with the Communications Manager, the Marketing Lead will plan, implement, and evaluate all marketing campaigns and direct appeals with the overall aim of raising brand awareness and loyalty. The role will be responsible for managing external agency relationships, coordinating all marketing initiatives, developing marketing collateral, managing and developing the website, and assisting in the creation of the organisation's brand guidelines.

This is an integral role that will help deliver the organisation's fundraising and marketing strategy, and boost the organisation's profile in Australia.

All positions are required to work in respect of Islamic Relief's vision, mission and values, and demonstrate our principles of humanity, honesty, respect and fair treatment towards all staff and stakeholders.

## ORGANISATIONAL CHART



## KEY ACCOUNTABILITIES:

1. Strategy development and implementation
2. Campaign management
3. Marketing, branding and communications
4. Website management and development

## KEY RESPONSIBILITIES AND DUTIES

### 1. Strategy development and implementation

- In consultation with the Fundraising and Community Relations (FCR) Director, contribute to the development of the fundraising strategy to set appropriate long term donor and income targets.
- In collaboration with the FCR Director and Communications Manager, contribute to the development and execution of the annual campaigns plan to support long-term fundraising and marketing objectives.
- Provide strategic input and implementation of paid social media campaigns, including using data to develop sophisticated optimisation and retargeting strategies.
- Oversee the creation and implementation of the digital marketing strategy in collaboration with external marketing agencies and other providers.
- Provide strategic input and implementation of SEO marketing campaigns and optimisation across Islamic Relief Australia's digital marketing channels.
- Develop and manage operating budgets (including quarterly reporting) to ensure that income and expenditure targets are met.

### 2. Campaign management

- Manage a range of direct marketing campaigns to ensure that high-quality outputs are delivered on time and budget.
- Develop high-quality briefs and coordinate campaigns with agencies to ensure agencies meet their service agreements.
- Oversee data flow and processing with agencies.
- Coordinate the approvals process across the organisation to ensure that workflows run smoothly and on time.
- Monitor and track each campaign against key performance indicators (KPIs).

### 3. Marketing, branding and communications

- Support the Communications Manager in establishing a unique brand identity by developing brand guidelines and messaging.
- Champion brand and ensure adherence to brand guidelines in all communications and marketing initiatives.
- Coordinate the production of all Islamic Relief Australia communications and marketing material
- Provide marketing and communications support across the organisation, including creative input across marketing, communications and events.
- Assist the Communications Manager in the development and dissemination of content to promote Islamic Relief Australia's brand and campaigns.

### 4. Website content management

- Manage Islamic Relief Australia's website (content management systems), including the management of metadata, user experience and the integrity of digital platforms and content delivery.
- Create guidelines and processes that facilitate user best practice and conduct training with key stakeholders.
- Manage web development projects and optimisation projects including optimising donation, supporter acquisition and supporter engagement pages, as well as creating new campaign action pages while ensuring they are integrated with CRM and Google Analytics.
- Report regularly on digital metrics and KPIs that will enable the organisation to successfully track its impact while optimising the online experience and engagement of supporters.

## KEY RELATIONSHIPS AND AUTHORITY

- Close liaison with the Fundraising and Community Relations Director, Communications Manager and, Supporter Services and Systems Manager.
- Close liaison with departments across the organisation.
- Regular meetings with agencies and suppliers.
- Regular liaison with Islamic Relief Worldwide (UK based) and Islamic Relief Partners.
- Engagement with ACFID, FIA, Blackbaud and other industry experts.

## SKILLS, EXPERIENCE AND QUALIFICATIONS

### 1. Essential Knowledge, Skills and Qualifications

- Tertiary qualifications and relevant experience in fundraising, marketing, communications or other relevant field.
- Proven experience working with acquisition and retention channels is an advantage
- Ability to be inquisitive, act creatively and work collaboratively
- Knowledge of social media analytics and reporting tools
- Ability to identify target audiences and devise campaigns which attract, inform and motivate
- Ability to manage multiple digital marketing projects and delivery engagements simultaneously
- Demonstrable content delivery knowledge and experience
- A track record in creating innovative approaches to donor and customer acquisition
- Experience and knowledge of CRM systems and marketing automation tools
- Strong networking skills to build and manage diverse internal and external relationships
- Ability to work in a fast paced environment with time pressures and managing multiple tasks.
- Demonstrated ability to exercise judgement and initiative where procedures are not clearly defined
- Experience in using and managing marketing and communication tools and software such as Google AdWords', Google Analytics, MailChimp, WordPress CMS or equivalent etc.
- Strong planning and organisational skills.
- Design experience with proficiency in Experience in Adobe Creative Cloud, particularly Photoshop, Illustrator and InDesign (desirable).
- Knowledge of, and experience working with, the culturally and linguistically diverse (CALD) community (desirable).

### 2. Personal qualities

- Highly ethical and respectful towards the organisation's values and culture, its staff, volunteers and stakeholders.
- Ability to cultivate and maintain effective teamwork and collaborative relationships
- High level of accountability and transparency.
- Strong analysis and reporting abilities; ability to independently assess needs and develop creative solutions.
- Results-focused and an ability to plan and deliver objectives.
- Demonstrated ability to work independently and be self-motivated.
- Excellent oral and written communication skills in English, other languages highly regarded.
- Organisation and time management skills with the ability to multitask and manage a busy workload.
- Excellent interpersonal skills with the ability to develop and maintain strong cross-cultural professional relationships.
- Flexibility, including willingness to work outside office hours as required.
- Ability to travel overseas as required.

Signed by: \_\_\_\_\_ (Communications Manager) Date: \_\_\_\_\_

Signed by: \_\_\_\_\_ (FCR Director) Date: \_\_\_\_\_